

ORDER



Orders
Order / Rev: 718094
Alt Order #: 06349759
Product Desc: RNC
Estimate: 3275
Flight Dates: 09/28/12 - 10/05/12
Original Date / Rev: 10/01/12 / 10/01/12
Order Type: Political

WKYC

Primary AE: Joe Knauer
Sales Office: T-WAS
Sales Region: NAT

Agency Name: National Media Research Planning/ PC
Buying Contact:
Billing Contact:
 815 Slaters Lane
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Republican National Committee
Demographic: A35+
Product Codes: IS-Candidate/Presidential
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	20	\$47,050.00	\$39,992.50
10/01/12	10/05/12	60	\$100,300.00	\$85,255.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	20	\$47,050.00	\$39,992.50	0.00
October 2012	60	\$100,300.00	\$85,255.00	0.00
Totals	80	\$147,350.00	\$125,247.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WKYC	09/28/12	10/05/12	Tonight Show Tonight Show COMMENTS APPLY TO SUB LINES A THRU B TONITE SHW	CM	1135p-1237a	----F--	:30	1	\$1,500.00	P-5	0.00	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	----F--		1				\$1,500.00		0.00			
		Week: 10/01/12	10/07/12	----F--		2				\$1,500.00		0.00			
2	WKYC	10/05/12	10/05/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	----F--	:30	2	\$800.00	P-5	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	----F--		2				\$800.00		0.00			
3	WKYC	10/05/12	10/05/12	M-F 430a-5a 430a News	CM	430a-5a	----F--	:30	1	\$300.00	P-5	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	----F--		1				\$300.00		0.00			
4	WKYC	10/05/12	10/05/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	----F--	:30	2	\$1,000.00	P-5	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	----F--		2				\$1,000.00		0.00			
5	WKYC	10/05/12	10/05/12	M-F 5-6p Dr. Phil	CM	5p-6p	----F--	:30	2	\$1,400.00	P-5	0.00	NM	2	\$2,800.00

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Advertiser: Republican National Committee
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 Estimate: 3275

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	----F--					2	\$1,400.00		0.00			
6	WKYC	09/28/12	10/05/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	----F--	:30	1	\$4,000.00	P-5	0.00	NM	2	\$8,000.00
NBC NITELY NWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	----F--					1	\$4,000.00		0.00			
		Week: 10/01/12	10/07/12	----F--					1	\$4,000.00		0.00			
7	WKYC	10/05/12	10/05/12	M-F 7-9a Today Today Show	CM	7a-9a	----F--	:30	1	\$2,500.00	P-5	0.00	NM	1	\$2,500.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	----F--					1	\$2,500.00		0.00			
8	WKYC	09/28/12	10/05/12	M-F 730-8p Entertainment Tonight	CM	730-8p	----F--	:30	1	\$2,000.00	P-5	0.00	NM	2	\$4,000.00
ENT TONIGHT 30															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	----F--					1	\$2,000.00		0.00			
		Week: 10/01/12	10/07/12	----F--					1	\$2,000.00		0.00			
9	WKYC	10/01/12	10/01/12	Tonight Show Tonight Show	CM	1135p-1237a	M-----	:30	2	\$1,500.00	P-5	0.00	NM	2	\$3,000.00
TONITE SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	M-----					2	\$1,500.00		0.00			
10	WKYC	10/01/12	10/01/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	M-----	:30	2	\$800.00	P-5	0.00	NM	2	\$1,600.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	M-----					2	\$800.00		0.00			
11	WKYC	10/01/12	10/01/12	M-F 430a-5a 430a News	CM	430a-5a	M-----	:30	1	\$300.00	P-5	0.00	NM	1	\$300.00
CH 3 NEWS 430A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	M-----					1	\$300.00		0.00			
12	WKYC	10/01/12	10/01/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	M-----	:30	2	\$1,000.00	P-5	0.00	NM	2	\$2,000.00
CH3 NEWS SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	M-----					2	\$1,000.00		0.00			
13	WKYC	10/01/12	10/01/12	M-F 5-6p Dr. Phil	CM	5p-6p	M-----	:30	2	\$1,400.00	P-5	0.00	NM	2	\$2,800.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	M-----					2	\$1,400.00		0.00			
14	WKYC	10/01/12	10/01/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	M-----	:30	1	\$4,000.00	P-5	0.00	NM	1	\$4,000.00
NBC NITELY NWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	M-----					1	\$4,000.00		0.00			
15	WKYC	10/01/12	10/01/12	M-F 7-9a Today Today Show	CM	7a-9a	M-----	:30	1	\$2,500.00	P-5	0.00	NM	1	\$2,500.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	M-----					1	\$2,500.00		0.00			
16	WKYC	10/01/12	10/01/12	M-F 730-8p Entertainment Tonight	CM	730-8p	M-----	:30	1	\$2,000.00	P-5	0.00	NM	1	\$2,000.00
ENT TONIGHT 30															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	M-----					1	\$2,000.00		0.00			
17	WKYC	09/29/12	09/29/12		CM	11-1130p	-----S-	:30	1	\$3,500.00	P-5	0.00	NM	1	\$3,500.00

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Sat 11-1135p LN SAT											
				CH 3 NWS AT 11											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-					1	\$3,500.00		0.00			
18	WKYC	09/29/12	09/29/12	Saturday Night Live	CM	1130p-107a	-----S-	:30	2	\$2,500.00	P-5	0.00	NM	2	\$5,000.00
				Saturday Night Live											
				SAT NITE LIVE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-					2	\$2,500.00		0.00			
19	WKYC	09/29/12	09/29/12	Sat 6-630p	CM	6-630p	-----S-	:30	1	\$3,000.00	P-5	0.00	NM	1	\$3,000.00
				Channel 3 News at 6P SAT											
				CH 3 NWS AT 6											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-					1	\$3,000.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NKYC	09/24/12-09/30/12		Sat 6-630p		6-630p	-----Sa--	:30		(\$3,000.00)		0.00	NM		
See MG 19.2 [Prgm Change]															
2	NKYC	09/30/12-09/30/12		Meet the Press		1030a-1130a	-----Su	:30		\$3,000.00		0.00	NM		
Ⓜ MG for 19.1 09/29															
20	WKYC	09/29/12	09/29/12	Sat 730-8p	CM	730-8p	-----S-	:30	2	\$800.00	P-5	0.00	NM	2	\$1,600.00
				Sat 730-8P											
				CASH EXPLOSION											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-					2	\$800.00		0.00			
21	WKYC	09/29/12	09/29/12	Golf Ryder Cup	CM	7A-6PM	-----S-	:30	2	\$1,200.00	P-5	0.00	NM	2	\$2,400.00
				SA/SU 7A-6PM	(9:00 AM-7:00 PM)										
				RYDER CUP											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-					2	\$1,200.00		0.00			
22	WKYC	09/30/12	09/30/12	Browns Pre-Game Huddle	CM	1130a-12p	-----S	:30	1	\$800.00	P-5	0.00	NM	1	\$800.00
				Browns Pre-Game Huddle											
				BROWNS HUDDLE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					1	\$800.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NKYC	09/24/12-09/30/12		Browns Pre-Game Huddle		1130a-12p	-----Su	:30		(\$800.00)		0.00	NM		
See MG 22.2 [Prgm Change]															
2	NKYC	10/02/12-10/05/12		Tonight Show		1135p-1237a	-TWThF----	:30		\$800.00		0.00	NM		
Ⓜ MG for 22.1 09/30															
23	WKYC	09/30/12	09/30/12	Post NFL News	CM	Various	-----S	:30	1	\$3,500.00	P-5	0.00	NM	1	\$3,500.00
				LN Sun Follows NFL											
				CH 3 NWS FOLO FB											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					1	\$3,500.00		0.00			
24	WKYC	09/30/12	09/30/12	Browns Tonight	CM	Browns Tonight	-----S	:30	1	\$650.00	P-5	0.00	NM	1	\$650.00
				Browns Tonight											
				BROWNS TONIGHT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					1	\$650.00		0.00			
25	WKYC	09/30/12	09/30/12	Golf Ryder Cup	CM	7A-6PM	-----S	:30	2	\$1,200.00	P-5	0.00	NM	2	\$2,400.00
				SA/SU 7A-6PM	(12:00 PM-6:00 PM)										
				RYDER CUP											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					2	\$1,200.00		0.00			
26	WKYC	09/30/12	09/30/12	Sun 6-630p	CM	6-630p	-----S	:30	1	\$3,000.00	P-5	0.00	NM	1	\$3,000.00
				Channel 3 News at 6p SUN											
				CH3 NWS@6 WKND											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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WKYC

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26	WKYC	09/30/12	09/30/12	Sun 6-630p Channel 3 News at 6p SUN	CM	6-630p	-----S	:30	1	\$3,000.00	P-5	0.00	NM	1	\$3,000.00
CH3 NWS@6 WKND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					1	\$3,000.00		0.00			
27	WKYC	09/30/12	09/30/12	NFL Regular Season Fo NFL Football	CM	NFL Football	-----S	:30	1	\$10,000.00	P-5	0.00	NM	1	\$10,000.00
NBC SUN-FTBL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					1	\$10,000.00		0.00			
28	WKYC	09/30/12	09/30/12	Sun 9-1030a Channel 3 News Sun 9a	CM	9a-1030a	-----S	:30	3	\$1,500.00	P-5	0.00	NM	3	\$4,500.00
CH3 SU MRN NWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					3	\$1,500.00		0.00			
29	WKYC	10/04/12	10/04/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	---T---	:30	1	\$3,500.00	P-5	0.00	NM	1	\$3,500.00
CH 3 NWS AT 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---					1	\$3,500.00		0.00			
30	WKYC	10/04/12	10/04/12	Tonight Show Tonight Show	CM	1135p-1237a	---T---	:30	1	\$1,500.00	P-5	0.00	NM	1	\$1,500.00
TONITE SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---					1	\$1,500.00		0.00			
31	WKYC	10/04/12	10/04/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	---T---	:30	2	\$800.00	P-5	0.00	NM	2	\$1,600.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---					2	\$800.00		0.00			
32	WKYC	10/04/12	10/04/12	M-F 430a-5a 430a News	CM	430a-5a	---T---	:30	1	\$300.00	P-5	0.00	NM	1	\$300.00
CH 3 NEWS 430A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---					1	\$300.00		0.00			
33	WKYC	10/04/12	10/04/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	---T---	:30	2	\$1,000.00	P-5	0.00	NM	2	\$2,000.00
CH3 NEWS SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---					2	\$1,000.00		0.00			
34	WKYC	10/04/12	10/04/12	M-F 5-6p Dr. Phil	CM	5p-6p	---T---	:30	2	\$1,400.00	P-5	0.00	NM	2	\$2,800.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---					2	\$1,400.00		0.00			
35	WKYC	10/04/12	10/04/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	---T---	:30	1	\$4,000.00	P-5	0.00	NM	1	\$4,000.00
NBC NITELY NWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---					1	\$4,000.00		0.00			
36	WKYC	10/04/12	10/04/12	M-F 730-8p Entertainment Tonight	CM	730-8p	---T---	:30	1	\$2,000.00	P-5	0.00	NM	1	\$2,000.00
ENT TONIGHT 30															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---					1	\$2,000.00		0.00			
37	WKYC	10/02/12	10/02/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	-T-----	:30	1	\$3,500.00	P-5	0.00	NM	1	\$3,500.00
CH 3 NWS AT 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-----					1	\$3,500.00		0.00			
38	WKYC	10/02/12	10/02/12		CM	1135p-1237a	-T-----	:30	2	\$1,500.00	P-5	0.00	NM	2	\$3,000.00

Order / Rev: 718094
 Alt Order #: 06349759
 Flight Dates: 09/28/12 - 10/05/12

Advertiser: Republican National Committee
 Product Desc: RNC
 Estimate: 3275

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Tonight Show Tonight Show (11:35 PM-12:35 XM) TONITE SHW <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 -T----- 2 \$1,500.00 0.00															
39	WKYC	10/02/12	10/02/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	-T-----	:30	2	\$800.00	P-5	0.00	NM	2	\$1,600.00
ELLEN <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 -T----- 2 \$800.00 0.00															
40	WKYC	10/02/12	10/02/12	M-F 430a-5a 430a News	CM	430a-5a	-T-----	:30	1	\$300.00	P-5	0.00	NM	1	\$300.00
CH 3 NEWS 430A <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 -T----- 1 \$300.00 0.00															
41	WKYC	10/02/12	10/02/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	-T-----	:30	2	\$1,000.00	P-5	0.00	NM	2	\$2,000.00
CH3 NEWS SUNRS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 -T----- 2 \$1,000.00 0.00															
42	WKYC	10/02/12	10/02/12	M-F 5-6p Dr. Phil	CM	5p-6p	-T-----	:30	2	\$1,400.00	P-5	0.00	NM	2	\$2,800.00
DR. PHIL <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 -T----- 2 \$1,400.00 0.00															
43	WKYC	10/02/12	10/02/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	-T-----	:30	1	\$4,000.00	P-5	0.00	NM	1	\$4,000.00
NBC NITELY NWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 -T----- 1 \$4,000.00 0.00															
44	WKYC	10/02/12	10/02/12	M-F 730-8p Entertainment Tonight	CM	730-8p	-T-----	:30	1	\$2,000.00	P-5	0.00	NM	1	\$2,000.00
ENT TONIGHT 30 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 -T----- 1 \$2,000.00 0.00															
45	WKYC	10/03/12	10/03/12	Tonight Show Tonight Show	CM	1135p-1237a	--W----	:30	2	\$1,500.00	P-5	0.00	NM	2	\$3,000.00
TONITE SHW <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 --W---- 2 \$1,500.00 0.00															
46	WKYC	10/03/12	10/03/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	--W----	:30	2	\$800.00	P-5	0.00	NM	2	\$1,600.00
ELLEN <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 --W---- 2 \$800.00 0.00															
47	WKYC	10/03/12	10/03/12	M-F 430a-5a 430a News	CM	430a-5a	--W----	:30	1	\$300.00	P-5	0.00	NM	1	\$300.00
CH 3 NEWS 430A <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 --W---- 1 \$300.00 0.00															
48	WKYC	10/03/12	10/03/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	--W----	:30	2	\$1,000.00	P-5	0.00	NM	2	\$2,000.00
CH3 NEWS SUNRS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 --W---- 2 \$1,000.00 0.00															
49	WKYC	10/03/12	10/03/12	M-F 5-6p Dr. Phil	CM	5p-6p	--W----	:30	2	\$1,400.00	P-5	0.00	NM	2	\$2,800.00
DR. PHIL <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 --W---- 2 \$1,400.00 0.00															
50	WKYC	10/03/12	10/03/12		CM	M-Su 6:28p-7p	--W----	:30	1	\$4,000.00	P-5	0.00	NM	1	\$4,000.00

Order / Rev: 718094
 Alt Order #: 06349759
 Flight Dates: 09/28/12 - 10/05/12

Advertiser: Republican National Committee
 Product Desc: RNC
 Estimate: 3275

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Nightly News											
				Nightly News											
				NBC NITELY NWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	--W----	1		\$4,000.00		0.00						
51	WKYC	10/03/12	10/03/12	M-F 7-9a Today	CM	7a-9a	--W----	:30	1	\$2,500.00	P-5	0.00	NM	1	\$2,500.00
				Today Show											
				TODAY SHW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	--W----	1		\$2,500.00		0.00						
52	WKYC	10/03/12	10/03/12	Prime Political Program	CM	Prime Political Pro	--W----	:30	1	\$10,000.00	P-5	0.00	NM	1	\$10,000.00
				Prime Political Program		(9:00 PM-11:00 PM)									
				PRESIDENTIAL DEBATE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	--W----	1		\$10,000.00		0.00						
													Totals	80	\$147,350.00